**Helping Addicts Find Us: Meeting Lists, Websites, and Flyers**

**Goal:** Learning how to make meeting information more accessible, and best practices for flyer creation.

**Materials:** Internet connection, accompanying PowerPoint, general notesheets

**Introduction 5 minutes**

**Title Slide:**  **Helping Addicts Find Us: Meeting Lists, Websites, and Flyers**

Facilitators introduce themselves.

This workshop is ideal for members involved in area and regional service, especially those who deal with meeting information—including ASC and RSC webmasters, developers, and trusted servants involved with forwarding meeting information.

**Slide:** Did You Know…In some countries, it is illegal for addicts to gather?

Before we start, let’s watch a quick reel to remind us how lucky we are to live somewhere that addicts can safely and legally gather in public.

Play reel

*After the reel plays:* That’s a post from the Instagram account World Services started a few years ago @narcoticsanonymous. Check it out if you haven’t already. We’re on Facebook now as well @naworldservices

**Slide:** Getting addicts to meetings

Anything we can do to make it easier for addicts to find us is worth doing.

We may not have a second chance to get an addict to a meeting.

Ideally:

* Meeting info is easy to find
* Meeting lists are printable (professionals who refer addicts to NA often want to be able to print a list)
* Meeting-finder webpage is user-friendly (no acronyms and non-geographic labels)
  + For new members
  + For current members
  + For professionals (who use common city and county names to find meetings)

**Flyers 15 minutes**

More and more groups use flyers to spread the word about meetings, and service bodies use them for events. Let’s start with a quick, fun look at some flyers.

First:

**Slide:** What should be on a flyer?

**What should be on a flyer for an event? A meeting/helpline flyer?**

Clear information. It should be clear that this is an NA event or NA meeting. The flyer should have the location, the meeting or event name and enough of a description to know what kind of event it is and who is hosting/sponsoring the event.

If the flyer is to be posted online, include town and state or country.

[Show slides of fake examples and ask people to identify what’s wrong.]

**Slide:** NA Campout

Flyer mistakes

* No town
* No supporting service body
* No registered trademark for NA symbol

**Slide: Let’s Celebrate**

Flyer mistakes

* Anonymity concerns:
* Last name and photo of person

**Slide:** New Meeting

Flyer mistakes

* No city
* Templated material that still has the watermark to show it’s not been purchased

**Slide:** Helpline Poster Drive

Flyer mistakes

* Intellectual property / copyright issues
* Time—no reference to am or pm
* No mention of NA
* Choice of meeting place?

**Slide:** What are some considerations for posting flyers online?

Full room quick question: **What are some considerations for posting flyers online*?***

*[Facilitator: offer these ideas if they don’t come up:*

* *Make sure you have permission from the meeting or event coordinators to post.*
* *Be careful not to compromise anyone’s anonymity, including your own, when posting.]*

**Websites 10 minutes**

**Slide: Website challenges**

Now we’re going to move from thinking about flyers to a discussion about meeting information on websites.

Here are some of the most common challenges on NA websites:

* Meeting information not prominently displayed
* Meeting information not current
* Other information not current
* Only being able to locate a meeting via a map location
* Doesn’t work if you are searching from outside the area
* Data Integrity
* Incorrect spelling and grammar
* Different ways of listing the same venue
* Broken links
* Programming not working
* Using acronyms – for example, many websites say something like “Click here to use the BMLT to find a meeting” but newcomers, professionals, and many established NA members do not know that BMLT stands for “Basic Meeting Locator Tool”.

**Meeting Listings: Local Service Body Practices 30 minutes**

Beyond website design, what gets in the way of complete meeting list information on an area and regional level?

**Slide:** what gets in the way of complete meeting list information

Offer three examples:

Cutting meetings from the list if they haven’t been represented by a GSR at area.

Cutting meetings from the list because of ideological battles

Service bodies with boundaries that are not intuitive for newer members or others who are unfamiliar with how local meeting lists are organized—for example, the San Fernando Valley Area does not include all of the meetings in the San Fernando Valley; West End Area is also in the San Fernando Valley. Someone looking for a meeting in the west part of the San Fernando Valley may not realize the valley meetings are divided between two areas.

[*Facilitator note: It’s fine if this conversation blurs into considerations such as not clearly marking where a meeting is within a facility. The main point of the workshop is to raise awareness about how we can better fulfill our duty to help addicts find meetings.]*

**Slide:** Let’s discuss

Full room discussion:

* **What else can get in the way of complete meeting list information?**
* **What are some of the spiritual principles that can guide us when listing meetings?**
* **What are some best practices that those spiritual principles give rise to?**

For instance, a group that is in the same city but belongs to a different area could still be included on the meeting list since new members and professionals (referrers) are looking based on location and won’t be aware of our area boundaries.

**New NAWS meeting search tool 20 minutes**

Helping addicts get to meetings might be the most important service we can provide, and the best ways to provide that service change as technology changes.

**No Slide:** go to www.na.org/meetingsearch

Pull up [www.na.org/meetingsearch](http://www.na.org/meetingsearch) and show the virtual list and the in-person search function.

World Services recently changed the way it helps members find meetings. na.org now links to local websites and phone lines rather than listing individual meetings. The change was made because it was impossible to keep one centralized database up to date. Local information has always been better—more current and accurate. And most, if not all, other 12 step organizations do it this way.

[Briefly demonstrate how this works with a simple search example.  
If doing this workshop for an area or region, you might start the search with the local are or regional website.]

[If doing this workshop for a bigger service body (like a zone) or at an event, you can call on some people in the room to volunteer their hometowns and test drive their area and regional websites in a friendly, non-judgmental way.]

Ask people where they live and then navigate from [www.na.org/find-na](http://www.na.org/find-na) to see first if their region or area pin is in a logical location. Then click on it to check out the local website.

Talk through some of the local website designs—What makes it easier for addicts to find meetings? What makes it more challenging?

[*Facilitator note: In the course of the discussion, you may want to mention search engine optimization as a consideration for service bodies that have trusted servants who are tech savvy enough to take it on. It can be interesting to see what happens when we type our city and “Narcotics Anonymous” into Google*.] The changes in World Services’ listings make it more important than ever that NA meeting information is easy to find on local websites.

[Note to facilitator: You may get questions from attendees about BMLT and why NAWS isn’t using it. Here are some of the reasons why:

* *Not everyone is on the BMLT, and NAWS has no ability or desire to impose a method of listing meetings to areas and regions.*
* *The BMLT is not overseen by a particular service body but by a group of individuals.*
* *There is no one uniform way that service bodies maintain and display meeting information.*
* *World Services doesn’t want to be in the full-time data entry game anymore, which we would be if we went back to editing spreadsheets to input meeting information for all the places that do not use the BMLT.*

*This session is not focused on the BMLT or even on the NAWS meeting finder, but rather on local service body websites and meeting lists. That’s where we want to focus during this workshop.* ]

**Virtual Meeting Search 5 minutes**

**No Slide:** go to <https://na.org/virtual-meeting-search/>

Of course, many meetings are not in any geographic location but exist online. World Services has a list of virtual and hybrid meetings.

*Show* <https://na.org/virtual-meeting-search/> *Explain how to get listed (find the Virtual Meeting Form button) and how to find meetings (e.g. first select a language…).*

**Does anyone have any questions about finding meetings?**

**Closing 5 minutes**

**Are there any questions?**

NAWS held a webinar in August, also called Helping Addicts Find Us, which covered many of these same topics. The audio recording can be found here: [www.na.org/webarchive](http://www.na.org/webarchive)

**Slide:** Thank you